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Practice Building Through Credit Granting*

By Roy W. Fonda, D.D.S., Detroit, Michigan

Practice building has changed in the past thirty years from the age-old haphazard way of allowing patients to run our lives, to the well-planned competitive business institution of modern today. Years ago, we let the patient tell us what was necessary; what he wanted done; how much time he had; the amount of money he would spend and how he would pay for his dentistry. But times have changed and we must change with them.

We must realize that in order to be successful we have to compete with the buying habits of our patients today; that we have to guide the patient's education in the right channel of a well-planned pattern of procedure; to instill the desire for better dental health and *then* give him a more liberal and convenient choice of payment.

One of our greatest strides in modern dentistry is *Practice Building through Credit Granting*. When intelligently used, it is an outstanding characteristic in turning ordinary patients into ardent boosters, and enables us to build a more desirable type of practice. This not only applies to the inflated years but will give more people the privilege of having dentistry done, when needed, in the depres-

sion years. The purchasing power of about 60 per cent of the American people today—other than consumer purchasing—must be through the mechanism of borrowing or time credit, or "budget" as we know it.

Is dentistry today strictly a profession only, or is it actually a business? A dentist is a businessman whether he likes it or not. Service to humanity should be first, last and always; financial returns secondary. But—first or second—**ONE CANNOT SUCCEED WITHOUT THE OTHER.**

These are crucial times. We have to compete with consumer credit, not our neighboring dentist who is generally considered by many as competition, but with the credit offered by merchants through the medium of direct radio, magazine advertising and kodachrome color (one of the greatest mediums of selling today). Our business is the same as their business; the customers are all the same.

Credit figures heavily in the buying plans of future America. Unless you extend to your patients this privilege, you are losing a fine part of your practice turning them away to other dentists, or even away from dentistry entirely. You have to sell credit the same as you have to sell dentistry. The failure of American dentistry to use time payments more generally is not due to the resistance on the

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part of the public, but is due to the profession's lack of understanding of the few basic points that govern its use.

CREDIT

What is credit? Credit is the confidence you have in another's integrity. It is a set time allowed for the payment of goods. It is to stimulate thrift through which business can be obtained on favorable terms. It is nothing new; it is as old as the first dental college. Any one who listens to the radio, reads his daily newspaper or discusses his problems with his friends could not help but notice the trend of the change of everyday buying. Everywhere, everybody constantly comes in contact with credit buying.

Likewise, every dentist who has been in practice during these transitional years should realize that the practice of dentistry has undergone very drastic changes. A great deal of unhappiness and financial loss awaits the dentist who fails to adjust himself to these changes.

The most frequent criticism heard about dentistry is that dentistry is too expensive. This criticism is unjust for we know that it is not dental fees, but the lack of an adequate dental program which deserves this criticism.

But what is that adequate program? An ideal dental practice is built around the three sides of a triangle, namely: salesmanship, technique and business.

The first side of this triangle, *Salesmanship*, is the ability to create in the minds of a patient a desire for dental services. The importance of his side of dentistry has in recent years become more generally recognized.

The second side of the triangle, *Technique*, is the ability to perform good dentistry. In the past, the technical side of dentistry has received by far the greatest emphasis due to the importance placed upon it by our colleges and dental societies. This emphasis on technique has overshadowed the other two sides of the triangle, swinging the pendulum far to the left in the average dental practice.

The third side of the triangle—the *business side*, has in the past been almost ignored as an important side of our dental career, but it is an equal factor in determining the growth of a successful dental practice. The dentist can have the ability to sell dentistry, and the technique to produce it, but if he does not get paid for it, his practice will cease to grow or be solvent.

So, let us discuss more in detail the third side of the dental triangle, **THE PRESENTATION OF A BUDGET PLAN OF SERVICES TO OUR PATIENTS.**

There are five main reasons why we need to extend credit in dentistry: (1) to bring more dentistry within the economic range of more people; (2) to create new patients; (3) to elevate old patients into a higher fee bracket; (4) to eliminate any misunderstanding over fees; and (5) to give you a very satisfactory solution of your collection problems.

For the purpose of controlling the extent of this discussion, we will proceed on the following assumptions: (1) that the desire for dentistry has already been created in the mind of the patient; (2) that the amount of necessary dentistry has been estimated; (3) that the dentist and the patient are in agreement as to the type of service to be rendered, and as to the total fee for this service.

If this is the case, the problem then becomes one of agreeing on how payment for the necessary service is to be made. It is at this particular point that most dentist's business problems just begin. There are many methods used in the individual dental offices today, all of which have certain objectionable features.

METHODS OF PAYMENT

First: Render the necessary service on an open account, and bill it upon completion of treatment. Although this method is satisfactory with financially responsible patients, it also results in many uncollected and uncollectible accounts, since few dentists have any means at their

disposal of determining who is financially responsible.

Second: Cash in advance. This is a sure way to drive many prospective patients into a more lenient dentist's office, and is prohibitive in most cases. A patient who can pay in advance can, in most cases, be trusted to pay upon completion of treatment. This method tends to limit the number of patients who accept more than the minimum requirements of dentistry since it is impossible for them to secure sufficient cash at one time to pay for a better type of service.

Third: Cash and Carry. Under this plan the patient pays for work done, the dentist hoping to keep the payments equal to the value of the time and materials put into the case. The trouble with this plan, outside of its reflection on the patient's credit, is that it prolongs treatment over long periods, depending upon how rapidly the patient can accumulate enough cash for another treatment. It also tends to fill appointment books at certain times of the month close to pay days and leave them unfilled in between.

Fourth: The use of some individual form of office note, whereby the payment is spread over a period of time. In the majority of cases, this is found to be more satisfactory than an open account since the business procedure in the average dental office is so lax.

Fifth: Suggest that the patient obtain a loan to cover the cost of treatment. This suggestion often brings to mind the thought of high interest rates, co-makers, tough collectors and garnisheed salaries, despite the fact that there are many reputable lending institutions.

Sixth: Financing of a patient's note through a bank or finance company, which plan we will now proceed to examine in greater detail.

Financing of dental accounts, as we know it, came into use after the crash of 1929. Previous to this time, installment selling was considered risky business by most bankers. They realized that this involved an investment in the integrity of the consumer, and they had no figures on which to base the risk in such an investment.

In 1929, which was a record year for the finance companies, when they accepted consumer installment notes totaling around eight billion dollars, many bankers predicted that when the prosperity bubble burst, the finance companies would be tumbling over one another in the bankruptcy courts. Then the crash came, and when the bankers recovered enough to count their assets, they found their losses on their own "Gilt-edged" stocks and bonds had averaged 50 to 75 per cent and their losses on real estate from 33 to 50 per cent. Much to their surprise when they checked up on the personal loans of the so-called foolhardy finance companies, they found these companies still in the black and that their losses only averaged less than 1½ per cent and these same companies were getting 6 per cent for their services. That established definitely the integrity of the consumer as a credit risk. After that, finance companies had no difficulty getting support from banks and many of the banks began making personal loans themselves. The consumer had been revealed an honest man. But, of course, health credit was only in its infancy. Many problems confronted us now.

INTEREST RATES

One of the earliest finance companies had a plan where the patient signed a note bearing 6 per cent interest made out to the dentist. The dentist endorsed the note over to the finance company with recourse for collection. If the company accepted it, they would discount the note 15 per cent and forward one-half of the net proceeds to the dentist. The other half would be sent to the dentist on completion of the services to the patient. Or, in the event the patient's credit record was at all in dispute, they would wait 60 to 90 days after completion of the dental work before forwarding the balance. Many earlier companies computed the interest rate on a monthly basis therefore making some notes as high as 18 to 20 per cent interest to the patient.

During the depression years, from 1930 to 1933, business conditions were such that many dentists considered it worthwhile to sacrifice these large discounts on notes, and let the patient pay the high rate of interest, because they needed cash on the balances in order to pay their immediate expenses. For this reason some such finance companies at first had a good reception on the part of some dentists, until weaknesses in their plans began to show up. Some had one weakness, some another, and a few possessed all of them. If there are many weaknesses, no plan would ever be acceptable to the dental profession at large—consequently very few dentists used financed dental accounts, and they were not offered to the majority of people in the lower income brackets. Therefore, they failed as a means of bringing more dentistry within the economic range of more people.

A group of serious minded dentists in my own home city of Detroit, Michigan, met and determined to find out what these main weaknesses of extended credit were and how they could be eliminated. After months of hard work, we resolved that it all boiled down to six main weaknesses that must be strengthened, or eliminated.

The first important weak point was the discount rate to the dentist which was too high—because, if the dentist based his fees on the actual time cost basis, his fees did not permit him to discount an estimate 10 to 20 per cent in order to obtain cash on the balance. If the dentist tried to put a hidden charge in the estimate to offset the discount, his estimate became too high in comparison to other dentists who were working on a cash basis. *This was the first and greatest weakness.* It resulted in many dentists passing on to the finance companies only those accounts which the dentists considered risky.

The second important weak point was that the dentist signed the notes with recourse, and since we have just shown that many of the financed notes were the questionable ones, the percentage of delinquent accounts was, therefore, high. The dentist had to reimburse the finance

company for the amount they had already been advanced on these notes. If the credit looked at all favorable, the dentist often preferred to carry the account himself to avoid the high discount rate.

The third weakness was the fact that some of these companies discounted the notes as high as 20 per cent, which they called a service fee. Yet, they often did little to try and collect those accounts which failed to make regular payments. The dentist was made liable for amounts which could have been easily collected if the company had fulfilled their part of the agreement.

The fourth weakness was the fact that these plans required a co-signer and the objection many people had of asking their friends and relations to sign their notes caused many patients to refuse this method of budgeting their dentistry.

The fifth weak point was that it was often impossible for the patient to complete the application and note form without leaving the dentist's office. Many men soon found out that a high percentage of their patients never returned to their offices, when once they left without completing the transaction.

The sixth important weakness was that no effort was made to educate the dentist in the background and use of these plans, and the banks and finance companies made no effort to educate themselves in the problems that the dentist faced.

Fortunately, however, the search for a better budget plan was not stopped by the weaknesses evident in these earlier plans. A favorable factor in this search was the fact that the American public had become more and more accustomed to buying on a time payment basis. The attitude of the commercial banks had undergone such a complete change toward loans of this nature that many of the banks set up personal loan departments. These loan departments, seeking new outlets for their money, began to ease restrictions concerning the making of small loans, covering dentistry among other fields.

In various parts of the country individ-

ual dentists and dental societies faced the problem of financing dental accounts, and made many attempts to meet this problem with varying degrees of success. Some of the plans were a great improvement over any previously offered, while others managed to retain most of the weaknesses of the old ones.

DETROIT PLAN

Investigations which have been done in the field of dental financing have revealed certain important facts, and from these facts we have formulated the plan which is now to be known as the Detroit Dental Society Payment Plan. The commission which has control over this plan realizes that any plan of this nature must be adaptable to meet changing conditions. Therefore, this plan is not being presented as a final answer to the problem, but as a workable plan based on proven facts. These facts are:

First: If the dental profession is to overcome the criticism that dentistry is too expensive, and at the same time also overcome the outside pressure tending to push us into some unacceptable form of socialized dentistry, we must offer the public some convenient means of paying for our services.

Second: Due to the fundamental lack of training in the business side of dentistry, it is necessary, if any of these plans are to succeed, for the dentist to first be given instructions in the background and use of the plan.

Third: If the dental profession is to be sure that these plans are to be offered to the public in a manner which will do credit to dentistry, then the dental societies must retain strict control over these plans and the manner in which they are presented to the public.

Fourth: Dentists will not widely advocate any plan of financing in which the feature of recourse is retained.

Fifth: Dentists will not universally accept any plan which requires a considerable discount in order to obtain cash on the balance.

Sixth: Bank and finance companies have proven that if reasonable credit is extended to an individual, preceded by a thorough credit investigation, the average percentage of collection is between 98 per cent and 99 per cent.

Seventh: The majority of patients respect the entrance of a third party into the transaction, and especially so if the third party is an established commercial bank.

Eighth: It should be possible to complete the transaction in the dentist's office at the time the agreement is reached on the fees for services to be rendered.

Ninth: It should not be necessary for the patient to have a co-signer on his note.

To sum up the conclusions of this investigation, we believe that a well-worked-out program of budgeting dental accounts, through an ethical commercial bank, with no recourse or high discount rate, preceded by a course of instruction to the dentist in the details and use of the plan, will go a long way toward establishing and maintaining better public relations, while at the same time overcoming many of the ups and downs of the average dentist's income.

And so, in conclusion, it becomes evident that to bring more dentistry within the economic range of more people, we are forever reaching out to find a more satisfactory financing plan to meet dental care costs, especially for the medium and low income groups.

The monthly statement and open account has proven to carry a 20 per cent loss in most cases. The office note between the patient and the dentist is a failure because of lack of credit investigation. But the *office note with the entrance of the Third Party* has proven so successful at the present time that the American Dental Association has adopted a plan of this type as their national plan.

In order to build up greater patient load in our offices, we have to extend a good credit system to these honest people, who are already educated in the value and necessity of small payments at

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Let's Go - - Fellas!!

ANNUAL GOLF OUTING
of the
Chicago Dental Society

at a top-flight, sporty golf course

NORDIC HILLS COUNTRY CLUB
Itasca, Illinois

WEDNESDAY, June 22

Take Irving Park Road
or
Lake Street on Route 33

Something doing every minute, rain or shine

Everyone is talking about the wonderful dinner
at last year's outing

Besides there'll be prizes galore—dozens of them
If you don't have a foursome, the committee will fix you up!

DON'T FAIL TO BE THERE

Golf clinic by several outstanding pro's at 5:30 p.m.

Tickets \$6.00

A. J. SELLS, Chairman

EDITORIAL

DENTAL HEALTH IN CHILDREN

In our June 1 issue we carried an announcement of the formation of an Illinois State Unit of the American Society of Dentistry for Children. The object of the organization is to get the dentists of Illinois interested, not to say enthused, about a program that has as its only aim the betterment of dental health in our young children.

With the advent of the compulsory health insurance bills, now pending in Congress, it behooves the dental profession to take stock of the situation and get behind a program that will assure a wider distribution of dental services and, as the American Dental Association puts it, seek "the control of dental diseases by the expansion of community dental programs so as to provide every child with dental care and dental health education regardless of income or location."

Dentistry as a healing profession must concern itself with preventive measures but until we can control dental caries by some easier method, the best weapon we have against the ravages of dental disease lies in good, conscientious dentistry for children. Our most vital function is to fill the small cavities in children's teeth. Yet how often this isn't done. It would seem as if many general practitioners are averse to taking care of "kids." Maybe they have excuses that are valid, but, likely as not, it is because they don't want to be bothered. As they are apt to say, "There's no money in it." This obviously is a fallacy as it has been shown time and time again that the best way to build and keep a successful practice is to do competent dentistry for children.

Let's stop telling parents, "Oh, they're just baby teeth and they'll soon be lost anyway," or "Let's wait until the cavity is a bit bigger and it will be easier to fix." Most parents are well-informed today and are anxious to do what is best for their child's health, both dentally and in general. They will understand and pay a reasonably just fee if the proposition is properly presented to them.

If, as a general practitioner, one doesn't feel that he is temperamentally suited to care for children or is not quite certain of the dental techniques involved in pedodontia, it is no more than right to refer the child-patient to someone who has the ability to take care of him properly. Parents will appreciate your honesty, for if you neglect their child and they find out about it later on, as they probably will, you lose their respect and lose them as patients to boot.

INFORM THE PUBLIC

If persistence is a virtue, this writer should get a medal. Since the introduction of legislation involving compulsory health insurance, scarcely an issue of this magazine has gone to press without a word of warning to the effect that the profession is much too apathetic. We are now in danger of being lulled to sleep by the belief that nothing will happen during this session of Congress. Senator Lucas, the administration floor leader, has admittedly thrown in the towel. But not so the instigators of the movement. They are merely biding their time and flexing their muscles for another try. They may be down but they're never out.

After having this compulsory program thrown at us in one form or another for a decade or more, we are finally getting wise. Information programs, which

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NEWS AND ANNOUNCEMENTS

GOLF DEMONSTRATION TO BE FEATURE ATTRACTION

As a last minute attraction, the Sports Committee, under the direction of A. J. Sells, is offering a free golf lesson as a part of the program of the Annual Golf Outing on June 22 at Nordic Hills Country Club. A few prominent golf professionals will demonstrate the fine points of the game between 5:30 and 6:30 p.m. Be sure to start early enough so that you will have finished your round of golf in time to witness this event.

Herb Graffis, well-known sports writer and editor of *Golfing*, will be the after-dinner speaker. Mr. Graffis is one of the best storytellers in the business, so be sure to hear him. Non-golfers, as well as golfers, are invited to participate in the dinner and entertainment.

HOSPITAL INSURANCE PLAN TO OPEN FOR NEW ENROLLMENTS

With the approval of the Board of Directors of the Society, Huntington and Homer, Inc., will conduct another enrollment period for members of the Society who desire to participate in the hospital insurance plan sponsored by the Society and underwritten by the Michigan Life Insurance Company. The enrollment period will commence on June 15 and will terminate on August 1, which is the date the protection will become effective. This will be the last enrollment opportunity for members who are age 50 or over to enroll in the plan. All such members are urged to make immediate application.

Members who now have hospital coverage only, will be given an opportunity to add surgical or surgical and medical benefits to their hospital coverage during this new enrollment period. In addition, members who have unmarried children

between the ages of 20 and 35 will now have an opportunity to obtain an individual policy to give them hospital protection.

Further details concerning this enrollment period will be sent to all members of the Society by Huntington and Homer, Inc., about June 20.

CHANGE OF ADDRESS

Few members of the Chicago Dental Society are aware of the provision of the Dental Practice Act which requires a dentist to notify the Department of Registration and Education of any change of address "within ninety days thereof." Failure to do so "shall work a forfeiture of such license, and no license, when once forfeited, shall be restored, except upon payment to the said department of the sum of fifteen dollars (\$15.00) for such failure." (Sections 6 and 8, *Illinois Dental Practice Act*.)

NORTHWESTERN UNIVERSITY AND CHILDREN'S MEMORIAL HOSPITAL AFFILIATE

Through a new affiliation with Northwestern University Dental School, juvenile patients of Children's Memorial Hospital, Chicago, will receive the most complete and modern preventive dental care. Every effort and facility of both institutions will be utilized to make the hospital's dental clinic a model dental department for a children's hospital.

The affiliation was announced May 27 by Dr. Charles W. Freeman, dean of the School, and John P. Wilson, president of the board of Children's Memorial, 707 W. Fullerton ave.

Services of the in-hospital clinic are available to child out-patients registered

with the hospital for medical and surgical treatment, as well as to youngsters hospitalized over long periods of time. Dr. Gordon H. Rovelstad, a member of the faculty of the Dental School's pedodontia department, will be clinic administrator.

Although the most important function of the clinic will be consistent preventive dental care for young cardiac, diabetic and orthopedic patients, as well as juvenile victims of other illnesses requiring long hospitalization, the clinic staff will also perform oral surgery and give treatment for cleft lip and palate deformities.

Northwestern University specialists in these fields therefore will be on the clinic staff as consultants. They are Dr. Frederick W. Merrifield, professor of oral surgery in the Dental School and assistant professor of surgery, Medical School; Dr. John R. Thompson, professor of orthodontics, Dental School, and director of the School's recently established Cleft Lip and Palate Institute; and Dr. Max Kuharich, assistant professor of prosthetic dentistry, Dental School. Drs. Merrifield and Kuharich are also on the Institute faculty.

In announcing the affiliation and its benefits, Dr. Freeman declared: "The clinic is important because it will provide the best possible dental care for youngsters handicapped by crippling diseases and conditions, many of them confined in hospital beds for long periods. Through its services, the clinic can prevent young cripples from suffering dental crippling in addition to their other physical burdens."

Miss Mabel W. Binner, hospital administrator, said that the program will not only provide excellent dental care for the child patients, but will also offer an opportunity for one or more internes or residents to work in the specialized field of children's dentistry, thus extending graduate training and research in fields related to dental care for children.

Such internes and residents will be nominated by the Dental School and approved by the hospital, which will provide maintenance and stipend. Practicing dentists with a high degree of competence

in pedodontia, and graduate students specializing in that field will be assigned to the clinic on a volunteer basis.

The dental clinic is situated on the fourth floor of Children's Memorial's Thomas D. Jones building. It consists of offices, a laboratory, and four dental treatment rooms, completely equipped, one for older youngsters and three for small children. The clinic has been supported in part by the National Park College Alumnae Foundation of Chicago, and will be supplied with funds from a gift of \$100,000 to Northwestern University Dental School for research in pedodontia.

DENTAL HEALTH EDUCATION PROGRAM

The School Committee, a subcommittee of the Committee on Dental Health Education, held a meeting on May 13 to consider a proposed program of dental health education for the Chicago public schools. Those present included Dr. Francis J. O'Grady, chairman; Drs. Nock, Bergman, Blayney; and Mr. Stephens, the program director. The purpose of the proposed program is to provide a controlled, forceful and meaningful method of education whereby pupils in the first and fifth grades and their parents will become more conscious of the need for adequate dental care; the reasons for securing such dental care; and whereby they will be motivated to seek such care.

The program will be staffed by Board of Health dentists, members of the Chicago Dental Society, and dental hygienists from Northwestern University School of Dental Hygiene.

The yearly cost for materials to be provided by the Chicago Dental Society is estimated at approximately \$600.00. This will provide for a teachers' handbook and a pamphlet for pupils to take home. All other materials will be provided by the Board of Education.

The Committee studied each phase of the proposed program and each imple-

menting document in detail and approved them. It took into consideration the consultation services rendered by the faculty members of the three dental schools; the over-all need for an educational dental health program in Chicago; the responsibility of the dental society as a whole and the responsibility of each member practicing in Chicago; the expenditure of funds for educational materials; the allocation of time from the schedule of the Committee on Dental Health Education staff; and the fact that this program will require approval by the Board of Education and the Chicago Health Department before the necessary procedures can be set in motion to provide all the materials needed to institute the program in September, 1949.

The School Committee, finally, recommended to the Board of Directors of the Chicago Dental Society that it approve the dental health education program as proposed and that the Board of Education and the Chicago Health Department be so informed so that their approval will be forthcoming in time to allow for the printing of many required items.

At its meeting on May 17, the Board of Directors of the Chicago Dental Society approved the plans of the School Committee and early approval by the Board of Education and the Chicago Health Department is anticipated.

HOUSING BUREAU NOW OPEN FOR A.D.A. MEETING

The American Dental Association Housing Bureau, which will handle all reservations for the 90th Annual Session of the American Dental Association to be held in San Francisco, October 17 to 20, is now open and is accepting applications for hotel accommodations. Blanks for making applications for hotel rooms may be found in the *May Journal of the American Dental Association*. All applications must be made on these forms and sent to the American Dental Association Housing Bureau, 200 Civic Auditorium, San Francisco 12, California.

PUBLIC HEARINGS ON HEALTH BILLS BEGUN

The administration's new compulsory health insurance bill, S-1679, has been introduced and public hearings began on May 16 before the sub-committee of the Senate Labor and Welfare Committee. In addition to this bill, the committee will hear testimony on the Taft-Smith bill, S-1518; the Lodge bill, S-1106 and the Hill bill, S-1456. All these bills have to do with federal participation in health programs. It is expected that these hearings will take several weeks and maybe a month or two.

The proponents of these bills claim that the eventual cost in payroll taxes (3 per cent of the first \$4,800.00 of all salaries) of all the health services offered would be approximately 6-billion dollars a year. This does not include the proposed subsidies to medical and dental schools.

CIVIL SERVICE POSITIONS AVAILABLE

The United States Civil Service Commission has announced a Dental Officer examination for filling positions paying from \$4,479.00 to \$7,432.00 a year. Most of the vacancies are in the Children's Bureau in Washington, D. C., and in the Indian Service and the U. S. Public Health Service in Washington, and throughout the United States. Positions in other Federal agencies in Washington, D. C. and vicinity may also be filled.

To qualify, applicants must be graduates of an accredited dental school with the degree of D.D.S. or D.M.D. and must be currently licensed to practice dentistry. In addition, they must have had from one to four years of experience as a dentist. No written test is required.

Further information and application forms may be secured at most first- and second-class post offices, from civil-service regional offices, or from the U. S. Civil Service Commission, Washington

25, D. C. Applications must be received in the Commission's Washington office not later than July 5, 1949.

MEDICAL RESERVE ACTIVITIES

All Reservists are advised that the fiscal year ends 28 June 1949. Therefore, in computing retirement credits for organized reserve personnel, 28 June 1949 is the deadline for individuals to gain a satisfactory year of 50 points. Automatic credit of 15 points will only be granted to those in active reserve.

All officers assigned to T/O & E or T/D Units on 1 May 1949 will be advised by the Illinois Senior Army Instructor ORC that their present assignments constitute their mobilization assignments.

The following Medical Reserve Meetings are scheduled for the balance of June, 1949: 22 June '49—1930 hours, Navy Pier; 27 June '49—1930 hours, Navy Pier.

CIVILIAN AND ARMY OPPORTUNITIES

The Army is currently experiencing a critical shortage of dentists. In the Second Army Area alone, more than fifty vacancies exist at Carlisle Barracks in Pennsylvania; Fort Story, Camp Lee, and Fort Eustis in Virginia; and Fort Knox and Camp Campbell in Kentucky.

A recent dental survey of 7,200 men enlisted in the Second Army during a fifteen day period revealed 5,940 necessary extractions, 27,577 cavities, and need for 1,501 full or partial dentures, and 245 anterior bridges. It is estimated that the services of twenty dentists for a period of one year would be required to place and maintain these mouths in a healthy condition. With the advent of Selective Service, this workload will be multiplied many fold.

The Department of the Army is offer-

ing commissions in the Regular Army in the grades of first lieutenant and captain. Maximum age for commission as a first lieutenant is 32 years, and for captain 37. Base pay and allowances of a first lieutenant with dependents is approximately \$417.00 per month and for a captain \$462.00. Those with prior service in the armed forces are credited with an additional five per cent of base pay for each period of three years of service. A pay bill now before Congress proposes substantial increases.

Civilian dentists may be employed under Civil Service regulations with an annual salary of \$5,232.00 or approximately \$100.00 per week for a forty hour week. Arrangements can be made for part time employment, in which case the salary is a proportionate amount of that stated above.

Further information may be secured from the Procurement Branch, Office of the Surgeon General, Washington 25, D. C., from Headquarters Second Army, Fort George G. Meade, Maryland, or from the Dental Surgeon of any Army installation.

MEDICAL RESERVE NEWS ITEMS

1. The Surgeon General of the Army, Major General Raymond W. Bliss, announced recently the policy of the Army Medical Department, in regard to grade upon recall and assignment of Medical Department Reserve Officers.

2. In recognition of the obligations assumed by these officers in accepting reserve commissions, General Bliss stated that it was only just that they should receive priorities over officers newly appointed from civilian sources, when both have equal professional qualifications. The Surgeon General further stated that all officers of the Medical Department Reserve Corps would receive every legitimate advantage which can be granted them.

3. It will be the policy also, in giving final approval of the grades to which

civilian personnel are to be commissioned in the Army Medical Department because of a national emergency, that consideration will be taken of the fact that many of these civilians have had no military experience, or have not taken part in the Reserve Program.

4. The Advisory Council, composed of World War II consultants unanimously endorsed these policies. The Council is a special committee, serving in an advisory capacity to the Surgeon General, Department of the Army.

AMMONIATED DENTIFRICES

The Council on Dental Therapeutics of the American Dental Association has received a number of requests for information regarding ammoniated dentifrices. Most of this information has been published either in the *Journal of the American Dental Association* or some other magazine, such as the *Journal of Dental Research*.

The Council accepts dentifrices for clinical trial on occasion because it wants, first, to encourage the development of promising new products along professionally acceptable lines and, second, it wishes to encourage worthwhile scientific clinical investigation of such products.

Thus far, the Council has accepted *Amurol* and *DyBasik* tooth powders for clinical trial and is considering several other ammoniated dentifrices for similar recognition. The acceptance for clinical trial is a temporary classification and when knowledge of the actions and uses of these dentifrices is sufficient to warrant changing their status, the Council will transfer them to some other category.

DR. CHARLES T. BRADY 1891-1949

Dr. Charles T. Brady, who formerly practiced at 25 E. Washington Street,

died May 4, 1949. He was a member of the Kenwood-Hyde Park Branch of the Chicago Dental Society.

Dr. Brady was born in Chicago and graduated from Northwestern University Dental School in 1912. He is survived by a sister, Mrs. Harley Cook of Cleveland, Ohio.

DR. G. WALTER DITTMAR 1872-1949

Dr. G. Walter Dittmar, nationally known dental organizer and teacher, died Wednesday, May 18, 1949, at Presbyterian Hospital, Chicago.

Services were held Saturday, May 21, in St. Jerome's Church, Chicago, with burial in St. Michael's Cemetery, Galena, Illinois.

Dr. Dittmar, a native of Jo Daviess County, practiced dentistry for fifty-one years. His first office was in Apple River, but he transferred his practice to Chicago several years later and had offices with his son at 30 North Michigan Avenue at the time of his death. He was professor emeritus of prosthetic dentistry at the University of Illinois College of Dentistry. He served his profession as delegate to the International Dental Congress in Paris in 1900; as treasurer and president of the Odontographic Society of Chicago; and as president of the Chicago Dental Society, the Chicago Odontological Society, the Illinois State Dental Society and the American Dental Association. He was past Supreme Grand Master of Delta Sigma Delta Fraternity; a member of Omicron Kappa Upsilon, honorary dental fraternity; and a fellow in the American College of Dentists. He was a member of Rotary and of the Lake Shore Club in Chicago.

Dr. Dittmar is survived by his wife, Agnes Dooling Dittmar, formerly of Galena; three children, Mrs. Charlotte Roberson of Wilmette, Mrs. Katherine Allan of Chicago, and Dr. G. Walter Dittmar, Jr. of Chicago; and five grandchildren.

QUOTATIONS AND ABSTRACTS

NAVAL BULLETIN COUNTS THE MILESTONES

Recent advances in medicine and dentistry are presented in the latest edition of the *Naval Medical Bulletin*. In that part devoted to dentistry, we find many new and interesting things. In operative dentistry, it has been found that commercial cavity varnishes offer little or no protection to the pulp from the injurious effects of silica cements. Prosthetic dentistry has shown a definite swing toward the use of preforming the frameworks of partial dentures. By the use of this method, the nonspecialist now has a means of producing frameworks which are superior in all ways to free-hand waxups. The improvement in the tapering of clasps and clasp-arms greatly adds to the strength of the castings. The vacuum investing technic is here to stay because of the amount of gold saved in eliminating bubbles and flashing, and because of the saving in time in the finishing of the castings. In the field of crown and bridge, the use of alginate base hydrocolloids in the construction of crowns, bridges and inlays has been accepted as a timesaver over the older method of using hydrocolloids in water baths. Oral surgery has recently seen the acceptance of absorbable oxidized cellulose, either in cotton or gauze form, in the control of secondary hemorrhage following the extraction of teeth. There is also a definite trend away from the routine use of sulfonamides in massive doses in the post-extraction tooth sockets. Biochemical research and dental caries control seem to be all wound up in the topical application of fluorides and other salts. The amount of interest shown by the laity, as well as by the profession, has been justified in one way, but we should not neglect the study of other salts and chemicals, other tech-

niques dealing with dental cleanliness, operative dental treatment, sugar and other dietary factors. There is growing evidence that the enamel cuticle or Nasmyth's membrane is not lost from the erupted tooth, except from abrading surfaces, and that the action of this cuticle or membrane may be one of selective dialyzation. This is important because caries starts on the tooth surface and because of the high favor of topical application of the fluorides. Radioactive phosphorus, P32, is being used experimentally in prepared cavities at the time restorations are placed. The teeth are radiographed later to determine how effectively the tubules have been sealed off, and also as a measure of sepsis. P32 is also being applied to the study of tooth metabolism and odontogenesis.

Abstracted from "Achievements in Dentistry," The United States Naval Medical Bulletin March-April 1949 Vol. 49 #2 pp. 364-367.

VINETHENE GETS THE CALL AS ANESTHETIC AGENT

The author states that vinethene is now the anesthetic agent of choice for dental surgery on children and is used in place of ethyl-chloride because of its overriding advantages. He states the outstanding advantages of vinethene as a general anesthetic in children's dentistry as follows: "1. The armamentarium is simple. 2. There is no psychic shock. 3. There is ease of administration. 4. Induction is rapid and smooth. 5. Elimination is rapid. 6. Vomiting, involuntary urination and nausea are rare. 7. Obstreperous children are quickly anesthetized and thus the atmosphere of the office is tranquil. 8. The excitement period, if any, has always been of short

(Continued on page 25)

Regular Meeting Chicago Dental Society

May 17, 1949

North Ballroom — Stevens Hotel

The last regular monthly meeting of the season was called to order by President Wells at 8:15 p.m.

A motion was regularly made and severally seconded that the reading of the minutes of the meeting of April 19 be dispensed with inasmuch as these minutes have been published in The Fortnightly Review. Motion carried.

It was then regularly moved and severally seconded that the minutes of the meeting of April 19 be approved as prepared by the Secretary and published in the May 15 issue of The Fortnightly Review. Motion carried.

Reports of boards and standing committees—none.

Reports of special committees—none.

Unfinished business—none.

New business—

In accordance with the long established custom of the Society, President Wells announced that the retiring presidents of each of the branches and the retiring officers and directors of the Chicago Dental Society would be awarded certificates in appreciation of the many services each has rendered to the Society. President Wells then congratulated each of the branch presidents and retiring officers and directors for their splendid work and presented a testimonial certificate to each of the following:

E. R. Lindholm, President, Englewood Branch.

C. C. Blakeley, President, Kenwood-Hyde Park Branch.

Basil A. Cupis, President, North Side Branch.

William E. Rusch, President, North Suburban Branch.

B. P. Davidson, President, Northwest Side Branch.

Howard V. Phillips, President, South Suburban Branch.

Samuel R. Kleiman, President, West Side Branch.

B. J. Siegrist, President, West Suburban Branch.

Paul H. Wells, Vice-President, Chicago Dental Society.

Arno L. Brett, Secretary, Chicago Dental Society.

Edwin W. Baumann, Treasurer, Chicago Dental Society.

A. C. Kuncel, Director, West Suburban Branch.

James D. Mershimmer, Director, North-west Side Branch.

Mefford C. Couch, Director, North Side Branch.

President Wells then asked each of the newly elected officers to come to the rostrum. These officers were introduced to the membership and installed into office by the President in the following order:

Elmer Ebert, Treasurer.

Edwin W. Baumann, Secretary.

Samuel R. Kleiman, Vice-President (in absentia).

George Edward Meyer, President.

Dr. Arno L. Brett was presented to the membership as President-Elect.

Following the installation of Dr. Meyer as President for the fiscal year 1949-1950, he presented a short address outlining the plans of his administration. At the close of this address, Dr. Meyer presented the outgoing President, Dr. Robert J. Wells, with a certificate in recognition of his long and faithful service to the Society. On behalf of the Board of Directors, Dr. Meyer also presented Dr. Wells with a gavel. Dr. Meyer stated this gavel was to remind Dr. Wells of the pleasant memories of his association with the Society and with the Board of Directors.

Dr. Wells, in response, thanked the membership of the Society for its cooperation and expressed his appreciation for the distinct honor of having served the Society in various capacities.

(Continued on page 27)

NEWS OF THE BRANCHES

WEST SIDE

Rain or shine (it did both), everyone had a grand time at the golf outing. A hundred members and guests participated and enjoyed the delicious prime rib of beef dinner. The Peoria system was used in figuring the scores and the first prize went to George Walls for low gross. Mr. Adams of the Kennedy Company won low gross for non-dentists. A galaxy of prizes were won by others. Leo Cahill won one that should be very practical during the cold winter months. The members wish to express their thanks to the "Gold-Dust Twins," Vision and Sells, for another wonderful job on the arrangements. A vote of thanks also to the laboratories and supply houses for their generous contributions. Our co-golf and dinner partners included George Edward Meyer, Elmer Ebert, Edwin Baumann and L. Russell Hegland. Even out there they couldn't get away from attending to some executive business. . . . Max Chubin is keeping a cool head with his new air-conditioner. . . . Marv Chapin is sporting a new Olds "88" and in it he sure looks good. By the way, Marv is our new program chairman and he would appreciate some suggestions as to the programs and speakers you would be interested in hearing. . . . Don't forget to mail your money to Harold Gillogly to obtain dinner tickets for the fall meetings. Harold says he has only a few left. . . . George Barnes is all smiles since the eruption of his grandson's first tooth. . . . Ernest Brogmus sold his practice and is moving to California. Farewell Ernest, and good luck to you! . . . Henry Lee moved to Knoxville to live in retirement. George Vogt moved into Lee's former suite of offices. . . . Stan Sherman sold his house and is urgently looking for a five or six room apartment. Does anyone have a lead? If so, contact him. . . . Sam

Kretshmer recently returned from Turkey Run. . . . Anyone notice the new look on Fred Porath? It's due to the tan hat bought at Glasgow's. . . . Our secretary, Adolph Stark, received a news release from the University of Illinois that a course of six two-hour discussions and symposia on "Current Advances in Dentistry" will be held this fall. The lectures and discussions will be transmitted via telephone coast-to-coast as well as to the component branches of the Chicago Dental Society. Notify Stark if you are interested and he will send you an application. This is an excellent opportunity for us to keep abreast of the latest developments in dentistry, so let us take advantage of this opportunity and have a good turnout. . . . Any news call MAnsfield 6-7262.—*Irwin B. Robinson, Branch Correspondent.*

NORTH SIDE

Greetings from an old-time correspondent. I want to congratulate Napolilli on having given us a fine column this past year, but the old boy must be getting tired when he has to call on me to scrape up a few items. And scrape them up I did; none of that old time vim and vinegar. . . . As your North Side secretary, it has been one of my duties to assist in securing applications for the nation-wide telephone program, being sponsored by the University of Illinois. Your officers feel that this is to be a worth-while program, and therefore solicit your enrollment. Meetings of a two-hour duration will be held one evening a month in October and November, and also one evening a month in January, February, March and April, 1950. The specific time and place will be announced later. This is to be a Study-Club project; so the details and all matters pertaining

thereto will be handled by this committee. Watch for announcements. . . . I suppose most of you fellows are thinking about vacations, but I picked up some dope on the North Side meetings this fall which I would like to pass on to the rest of you. President George and the officers have selected all the committees, and I understand there are going to be some big doings at the Edgewater Beach. Walter Nock, assisted by Ruby Kadens and a few more men, is already working on the programs. I understand that they have been given the *Go* sign and won't spare any expense in securing the best talent for the North Side. I also understand that for all the men who take a season dinner ticket, the cost will be reduced. Well, I can't tell you any more now, but from what little I have spilled, you can see that you can't afford to stay away from our first meeting next October. . . . Morry Altus has just become an uncle, by way of his sister who gave birth to a boy. . . . Marshall Nilssen has recently returned from a fishing trip at Eagle River. . . . Meyer Poliak was also a sojourner at Eagle River, where he attended a pre-season stag affair (whatever that is). He enjoyed the golf, and was favored with nice weather. . . . Lee Simons has recently returned from Arizona. . . . Lee Jacobi is on a motor tour of New York and Canada. . . . Andy Koller and Jimmy Lane are both reported to have gone to Minnesota. . . . Bob Hasterlik spent the Decoration Day week end in Wisconsin. . . . About a year ago, I reported that Bill Osmanski was learning *How To Be A Father*. I understand that in July he'll be dusting off the textbook again. And when September rolls around again, he goes to Holy Cross for three months of coaching. . . . Sidney Asher is on vacation, but my reporter didn't find out where. . . . Alfred Mortensen spent the Decoration Day holidays on his farm up in Michigan. . . . John Anderson did a bang-up job of selling tickets for the North Shore Kiwanis vaudeville show. He has an Oldsmobile that rides like a Cadillac. . . . Earl Hullison, one of our younger members, is a glutton for work. He took over the prac-

tices of both Fitzgerald and Wesselhoeft. He may be a father in July, so he'll have to keep his nose to the grindstone. . . . Herbert Gustavson and Robert Pond were reported being ill at the time of this writing. Hope they have recovered now.—*N. M. Elliott, Assistant Branch Correspondent.*

WEST SUBURBAN

Now that the nice weather is here, many of the fellows are going fishing, etc. . . . Bill Vopata went up to International Falls, Canada for a week. . . . Frank Krivanek took his equipment and left for one of his favorite spots. . . . Clarence Hanson* also tried his luck at Eagle River. . . . Clarence and Felix Tittle spent some time recently at Ann Arbor, Michigan, attending a seminar of the American Academy of Periodontology. . . . Kelly Frakes took off for a few days and enjoyed farm life in Southern Indiana. . . . Merle Long enjoyed his two-week vacation. He performed all of the chores on his estate at West Chicago. Those dogs take a lot of time; eh, Merle? . . . George Ulvestad is now practicing at 503 W. Texas Ave., Midland, Texas. He is doing a great deal of children's dentistry down there and sends his greetings to all. . . . John Frymark enjoyed the Decoration Day weekend at Indianapolis. He enjoyed the races immensely and is thinking of entering the competition soon. . . . I am sorry to report that Harry Nortell has been ill again. I do hope that by the time this goes to press, Harry will be okay. . . . There will be no more Round Table meetings until September 12. We enjoyed the two films shown at the June 6 meeting which were put on by the Great Lakes Naval Station. Will be seeing you in September again for more interesting meetings.—*E. G. Walters, Assistant Branch Correspondent.*

KENWOOD-HYDE PARK

Don't forget the golf meet at Southmoor Country Club, Wednesday, June 29. Golf all day and dinner at 6:30 p.m.

Southmoor is located at Southwest Highway and 131st St.; take Southwest Highway to 131st St. Louis Christopher and his committee have completed all plans and have selected a fine array of prizes. The Peoria system of handicaps will be used, so that even a duffer like me might win a prize. Prize or no prize, come out and enjoy the sunshine, good-fellowship and have an all-round good time. . . . President Larry Johnson has announced the appointment of Ben Herzberg as the program chairman for the coming year. Stan Korf will be the vice-chairman and Milt Braun will be chairman of clinics. We are looking forward to a fine group of programs and clinics. . . . Our president, Larry Johnson, had a number of us to dinner at the Lake Shore Athletic Club, where we helped him select committee chairmen. We also helped Walt Dundon with selections for Chicago Dental Society appointments. We had a grand time, Larry, and enjoyed it a lot. We are sure you will have a grand year. . . . Bill DeLarye caught a 5½-lb. walleye up at Minocqua, so he began the season with a bang. . . . Any news, telephone me at SOuth Chicago 8-1823. . . . Don't forget the golf meet!—*Elmer Ebert, Branch Correspondent.*

ENGLEWOOD

After the Memorial Day holiday, everyone is making plans for spending as much time as possible in the great outdoors. However, we have managed to gather a few news items. . . . A pair of new fathers in our circle are Joseph Propati, whose son's name is Anthony Joseph Propati; and E. J. Olivi, the proud father of another boy, who has been named John Patrick Olivi. Both fathers are great golf buddies and they intend to have their sons caddy for them as soon as possible. . . . Ray Marcus has acquired a new Mercury, in which he is sporting around of late. . . . Anthony Williams is now in seventh heaven with his new Buick convertible and he plans to spend his vacation in Hayward, Wisconsin. . . . The Back of the Yards Lions

Club has quite a number of Englewoodians among its officers—Steve Radochonski as president, Julius Dzuibak as treasurer and Ray Pierzynski as director. All three attended the Lions' convention held in Chicago recently. . . . Julius Dzuibak is moving from his location at 47th and Ashland to 47th & Hermitage; the new address is only several blocks from his old office. . . . Victor Seitz, Ray Bartz and Anthony Williams intend to spend an afternoon at Cherry Hills Country Club as guests of a local laboratory. . . . We extend our condolences to an old Englewoodian, E. L. Winiecke, who has recently lost his wife. . . . Val Siedlinski, who is a Major in the Dental Corps Reserves, has just been attached to the Loyola University Hospital Unit. He also intends to take two weeks of training at Camp McCoy. . . . Bob Ireland has recently acquired some real estate near his present location, with an idea of expanding his facilities. . . . Andy Potempa has reported catching the largest fish of the season at Round Lake, where he spends most of his time. . . . That is all. Will you please send all news items to Isaac Pomerance, 3156 W. 63rd Street, Chicago. PROspect 6-8588.—*T. B. Gasior, Assistant Branch Correspondent.*

NORTHWEST SIDE

Local Northwest Side boy trying to make good. Let all of us in the Northwest Side Branch get behind Joe Lebow and help him make this a banner year. . . . Lest I forget, I would like to take this time to thank Toby Weinschenker, on behalf of the branch, for the splendid column he gave us in the preceding term. I hope I can keep you posted on the accomplishments and events of the Northwest Branch as well as he did. . . . The gala combined affair, the Annual Ladies' Night and installation of officers, took place at the Fireside Restaurant, May 18, arranged by a committee headed by Henry T. Gewartowski. The event of the evening was the installation of officers. The meeting was opened by the out-going president, Ben Davidson, who

made some very appropriate remarks. He thanked his co-officers and his various committees for the splendid cooperation they gave him during his term of office. He then introduced Gerson M. Gould, his program chairman, who gave a brief biography of Glenn Cartwright that lasted about twenty minutes. After extending thanks for the introduction bestowed upon him by Gerson Gould, Glenn Cartwright installed the following officers for the new term: Peter Wlodkowski, president; Irwin Neer, president-elect; John Gates, treasurer; Gerson M. Gould, secretary; and Henry Boris, chairman of the board. Members of the board are Casimir J. Rogalski and Toby Weinshenker. The representative to the downtown branch from the Northwest Side Branch is Thad Olechowski. Peter Wlodkowski, our incoming president, proceeded with important announcements and the selection of his committee chairman and this terminated the serious part of the evening. The social followed with *Keno* arranged and conducted by M. V. Kaminski. Presentation and selection of prizes by Gerson M. Gould followed. Thanks to the entire committee for a splendid dinner and a very pleasant and sociable evening. The evening was profitable also for most everyone went off with a prize. . . . Ben Davidson is to be commended for his loyalty to the branch. He drove in all the way from New York where he had attended a national Alpha Omega Dental Fraternity meeting as a representative of Illinois State, arriving just two hours before the Ladies' Night affair at the Fireside Restaurant. . . . A. H. Tamerin and Sam Goodfriend, who were representatives from our branch to the Wisconsin State meeting, also gave their clinics at the Alpha Omega meeting in New York. . . . Martin O. Juel made a trip to California. Hope he had an enjoyable time there. . . . Peter De Boer spent a week in the Ozarks. . . . Folmer Nymark also was seen in the Ozarks. Did you get to see each other while there? . . . We hear the Potocki's were blessed with a new baby girl. Congratulations, Edward!—*Joe Lebow, Branch Correspondent.*

SOUTH SUBURBAN

The pure whiteness of the unwritten page is about to be violated. After a complete blank for over a period of a year, I am blowing the dust off of the ledger of unrecorded deeds of the South Suburban Branch and will henceforth try to keep you posted on the events as soon after they take place as possible. Under section 5 in suggestions to Branch Correspondents, it states: "Avoid extremely personal references, obscenity or profanity, excessive slang, uncomplimentary or derogatory remarks." I'm sure all of you know to whom I am referring, so enough said. . . . Our final meeting of the year was held Wednesday, June 1, at Lincolnshire Country Club, and in spite of the beautiful weather and the promise of a free dinner, the attendance was not too great. After a wonderful chicken dinner, the new officers were introduced, as follows: Pete Iagmin, president; Don Pippert, vice-president; Leonard Holt (the old standby), treasurer; and "yours truly" Gornstein, secretary. A standing vote of thanks was given to the outgoing officers and at that time Howard Phillips was given a certificate of merit awarded to outgoing presidents. Among our guests were the Cravers (father and son), who came in with their customary low golf scores. Incidentally, the Cravers donated six pounds of pecans, grown on their own grove, toward the golf prizes. . . . Current items of interest: Harold Drummond bought a new Lincoln; Howard Phillips is vacationing in Minneapolis; Dan Altier away to Excelsior Springs; Henry Cubbon is up in Ontario, Canada, trying out that new spinning fishing rod he was playing around with at our last meeting; Harry Lees bought a lot of new equipment (the plutocrat); G. A. Stevenson flew to California and back; Neil Kingston has worked his way up to the chairmanship of the Ethics Committee for 1950; among our casualties is George Madory, who burned his hands when his french-fryer caught fire—his wife does the cooking now; Peter

(Continued on page 29)

For Rent: Dentist's office in physician's suite. \$50.00. 456 W. North Avenue (corner building). Telephone CEntral 6-0897.

For Rent: Part time; Loop office, fully equipped. New x-ray; small laboratory and darkroom. Reasonable rental. Telephone Dr. Arnoff, Monday, Wednesday, Friday, Saturday mornings, at DORchester 3-8901.

For Rent: Part time; office located in Logan Square. Telephone DEarborn 2-2721, Monday or Friday.

For Rent: Would you like an office well located in the Chicago Loop? We have two in our suite. Telephone DEarborn 2-4164.

For Rent: *Very Modern* newly equipped dental office, 30 North Michigan Ave. Available 2 or 3 days a week. Telephone FRanklin 2-1452.

WANTED

Wanted: Associate for orthodontic practice; full time. With or without training; must have Illinois dental license. Give pertinent information. Address E-11, The Fortnightly Review of the Chicago Dental Society.

Wanted: Dentist, experienced. Full time. Modern ethical office; good opportunity. 740 W. Madison St., Room 202.

Wanted: Position as dental assistant on South or Southwest side. Experienced. Telephone REpublic 7-2701.

Wanted: Dentist to join newly formed medical group in unopposed Northwest location. Wonderful opportunity for hard worker. Fast-growing new neighborhood. Address E-14, The Fortnightly Review of the Chicago Dental Society.

Wanted: Dentist wishes part time employment with busy dentist. Address E-20, The Fortnightly Review of the Chicago Dental Society.

QUOTATIONS AND ABSTRACTS

(Continued from page 17)

duration. 9. Premedication is not needed. 10. Postanesthetic calm is the rule even when the patient is preanesthetically nervous." The advantages over ethyl-chloride are as follows: "1. Breath-holding does not occur as in the case under deep ethyl-chloride. 2. There is less masseteric spasm with the use of vinethene. 3. Unlike ethyl-chloride, its effect is not cumulative. 4. Unlike the anesthesia of ethyl-chloride, vinethene anesthesia does not deepen after the agent is removed. 5. The important advantage of vinethene over ethyl-chloride is that in the period of recovery, nausea, vomiting and collapse are rare.

Abstracted from "The Use of Vinethene in Dentistry for Children," by E. J. Fredrickson. Journal of Dentistry for Children 1st Quarter, 1949 pp. 13-15.

MALOCCLUSION AND DEAFNESS

A detailed study of the temporal bone has shown that there is a definite relationship between malocclusion and temporomandibular damage. Pressure in malocclusion, however, is never directed against the tympanic bone; deafness or auriculotemporal neuralgia cannot therefore be caused by malocclusion.

Abstracted from "Some Aspects of Anatomy and Pathology of Temporomandibular Articulation." Sicher, H. Bur. 48:14-36.

VACATION ANNOUNCEMENT

OUR LABORATORY WILL BE CLOSED JULY 2nd thru JULY 17th

We will be grateful for your cooperation while our employees enjoy this period of relaxation.

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EDITORIAL

(Continued from page 11)

are aimed at acquainting both the professions and the public with the basic issues involved, are being launched throughout the country. The American Medical Association has engaged a firm to carry on its national education campaign and is paying out good money for the service. Their slogan is, "For Voluntary Health Insurance—Against Compulsory Health Insurance." The Board of Trustees of the American Dental Association has appropriated monies for the fight.

It is the responsibility of every member of organized dentistry to inform himself so that he in turn can inform his patients, his friends and his acquaintances of what the federalization of health services would mean to them. By direction of the American Dental Association, committees for information on Federal legislation have been organized on the state, component and local society levels. A pamphlet, which will carry all essential information relative to the issues at stake, will soon be ready for distribution. It has been compiled with the utmost care by some of the best minds in dentistry and is a piece of literature that you will be proud to present to your patients.

The definite threat in the bills regarding the federalization of the health services that are now being considered by Congress can be overcome only through an informed profession and public working together. It is important that Representatives and Senators receive millions of letters telling them of the danger of socialized medicine and asking for their help in defeating compulsory health insurance. Tell them, in turn, of the great strides that the voluntary systems are making. The voluntary way is the American way—you hardly need to tell an intelligent person that, and our Representatives and Senators are intelligent.

Let's keep up a continuous barrage of letters and telegrams—now—and later when the bills come up for action.

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REGULAR MEETING
CHICAGO DENTAL SOCIETY
(Continued from page 18)

Dr. Warren Willman, Chairman of the Monthly Program Committee, was then introduced by Dr. Wells. Dr. Willman in turn presented Dr. Kenneth Bignell, who spoke on "Indirect Inlay, Crown and Bridge Technic, Using Hydrocolloid Impression Materials." Following this presentation by Dr. Bignell, Dr. Wells thanked him on behalf of the membership for his splendid presentation.

Dr. Wells then asked the following newly elected members of the Board of Directors to come to the rostrum and introduced each to the membership:

Basil A. Cupis, North Side Branch.

Thad Olechowski, Northwest Side Branch.

Joseph F. Voita, West Suburban Branch.

After wishing the entire membership a nice summer and a good vacation, Dr. Wells adjourned the meeting at 10:00 o'clock. Respectfully submitted,

Arno L. Brett, Secretary.

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PRACTICE BUILDING THROUGH CREDIT GRANTING

(Continued from page 9)

stipulated times for their much needed dentistry. Go back to your offices and sit down in your own reception rooms and put yourselves in the place of your patient and see his problems through his eyes.

The time is here when you must extend to these credit patients the greatest consideration, if you wish to increase your own practice 20 to 40 per cent. *It can only be done by good sound credit methods.*

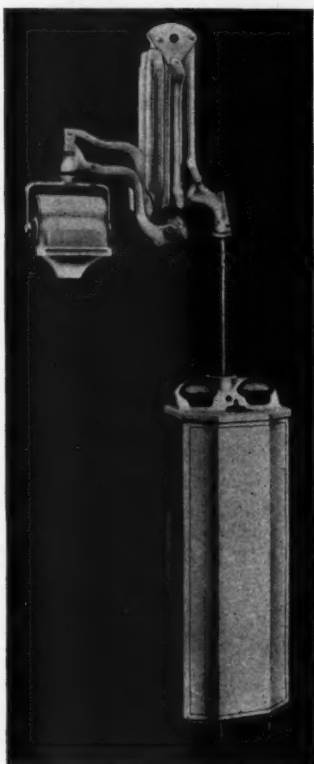
TIME PAYMENTS, or budgeting, is HERE TO STAY, and we must cope with present day conditions. Tear down some of the blind partitions that tradition has built up in your minds; rip the prejudice out of your thoughts.

THINK HARDER than you have ever thought before as TO HOW to make yourself THE OUTSTANDING DENTIST in the life of every patient by extending to him your BEST DENTISTRY and the MOST CONVENIENT WAY for him TO PAY FOR IT, and your practice cannot help but grow because you have taken a part in solving the problems of BETTER HEALTH THROUGH CREDIT GRANTING.

NEWS OF THE BRANCHES

(Continued from page 22)

Teeling is driving up to New York to take in the Posner course and also the Rotary Convention; N. C. Eberly is on an auto tour of the New England states; and last but not least, our new president, Pete Lagmin, is now ensconced in his new office, after having some perilous adventures with water pipes and shut-off valves. . . . We owe a vote of thanks to Neil Kingston, who took the time to send me a whole list of the above news items. Let this set an example for the rest of you lugs, so that we can keep our column filled in the future.—H. C. Gornstein, Assistant Branch Correspondent.



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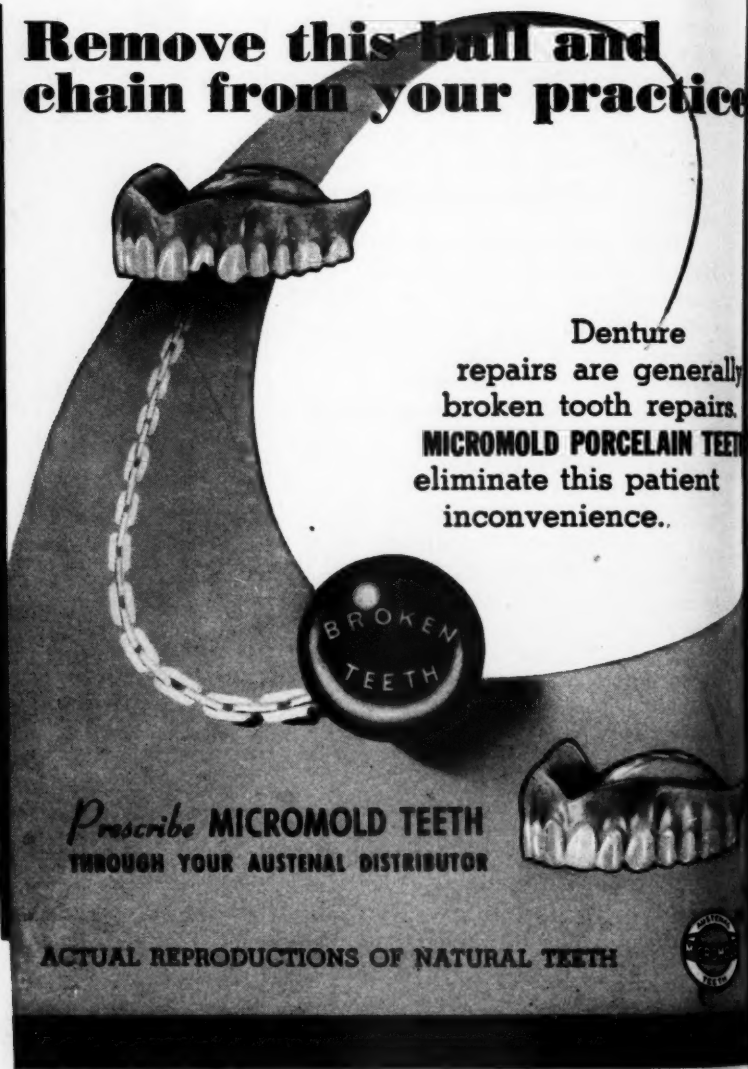
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